

EXHIBIT

44

History "how to clean a shaver"

BRAUN

1950



Quick cleaning
cutter block beats
against a rib

Ultrasonic cleaning
after sales service

Tap of foil frame
shaver runs / shakes

Blowing

Cutter block
cleaned
with a comb (AIR)

Cutter block
Teflon coated

Cleaning with
rinsing water
USA a. Japan
(AIR)

Dust is collected with a
electrostatic equipment
inside of the shaver



Cleaning with
water
fast at BRAUN

Cleaning box / sink
cleaning wet & dry

Cleaning fluid as a
key part in the market
adhesive film inside
of the cutter block

Cleaning with
water
fast at BRAUN

Dust was removed
by suction device



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Braun v. Rayovac
Defendant's Exhibit

BRAUN

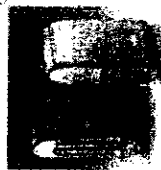
History "how to clean a shaver"

1975

Market research; Comparison cleaning Philips / Braun, Sweden

Market research cleaning habits, Germany (MICRON)

Cleaning with water
Test at BRAUN
(Nr. 77 (203)



Cleaning with water, USA, Japan and Europe (Panasonic)

Cleaning with water, USA, Japan and Europe (Panasonic Lady Shaver)



Market research Japan, Use of wet / dry shaver
Cleaning with water, USA (Philips)

First Prototype:
Braun / Dr. Pahl

Second Prototype:
Braun / Dr. Pahl

Fresenius 1. Hygiene Study:
Comparison of different cleaning methods

Fresenius 2. Hygiene Study:
Comparison of different cleaning methods incl. C&C



Philips Washable Quadra Action USA

Launch Japan Braun Syncro System



2000

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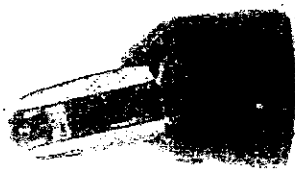
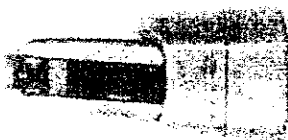
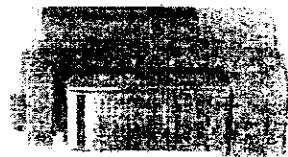
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Clean & Charge Development

BRAUN



First Prototype
1990

Serie
1999

Design
P. Schneider
1994

Design
Littmann
1996

Design
Greubel
1997

Design
Ullmann
1997

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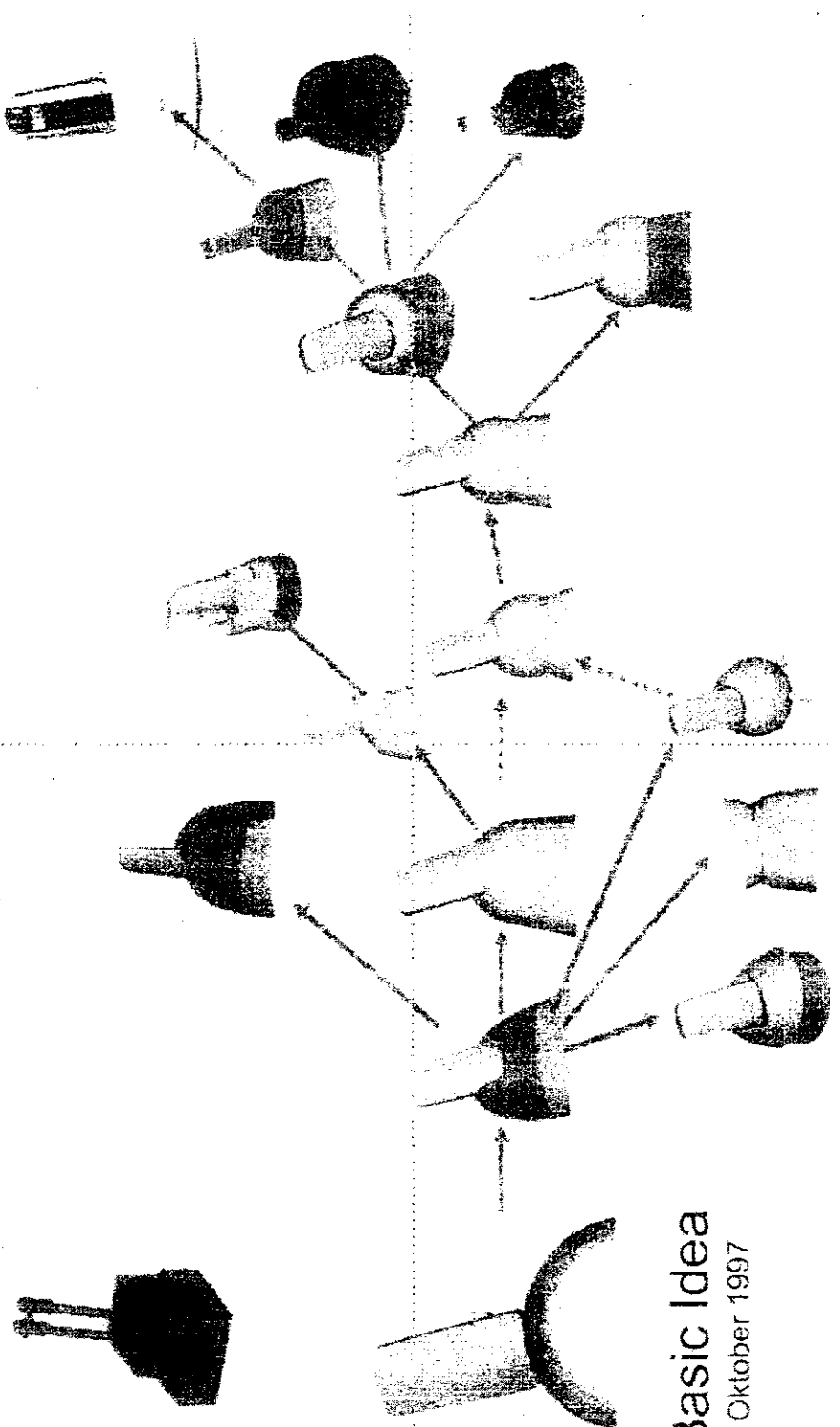
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Design Development C & C

BRAUN

About 5 Ideas with 5 variations each

Januar 1998



Basic Idea
Oktober 1997

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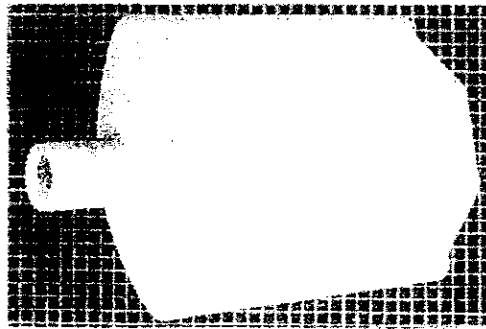
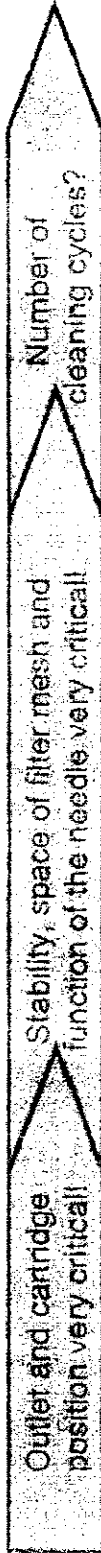
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BRAUN

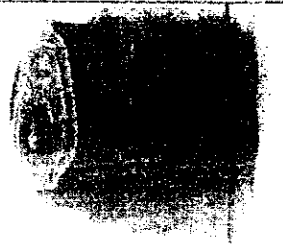
Cartridge development



Blow moulded cartridge
Body; Shape depends on design model.
Combination of inlet and outlet.
Pump outside of the cartridge, plastic needle to take cleaning fluid out.

Blow moulded cartridge
Body; Shape depends on function and design.
Inlet and outlet separate.
Pump outside of the cartridge, steel needle to take cleaning fluid out.

Blow moulded cartridge and welded cartridge.
Shape depends on Function, number of cleaning cycles production process and Design.
Inlet and Outlet separate.
Submerged pump inside of the cartridge.



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